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JAN 29 1925

1925



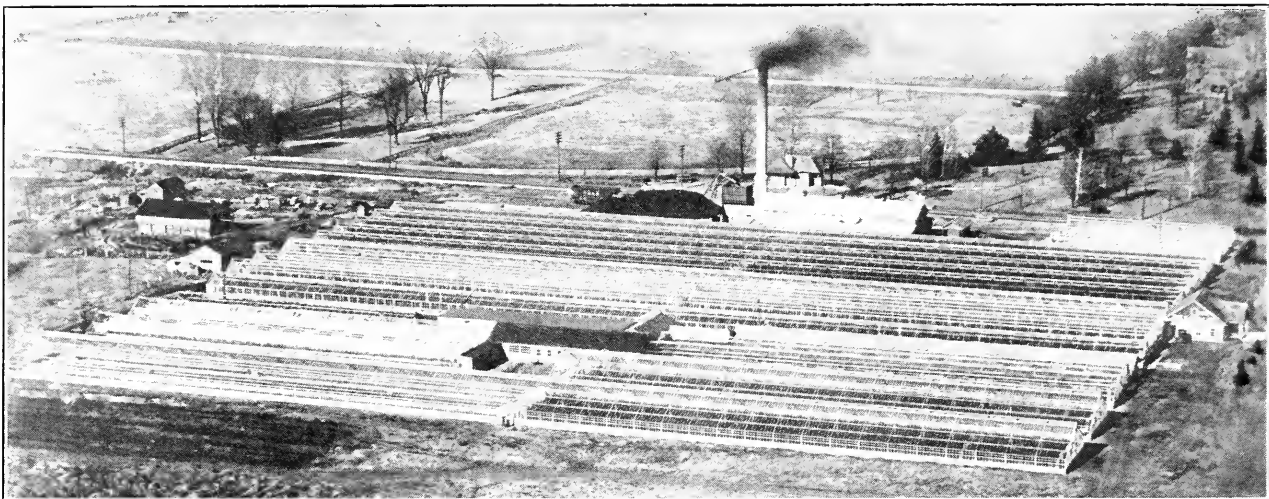
"MADAM A. DREUX"

# HILL FLORAL PRODUCTS CO.,

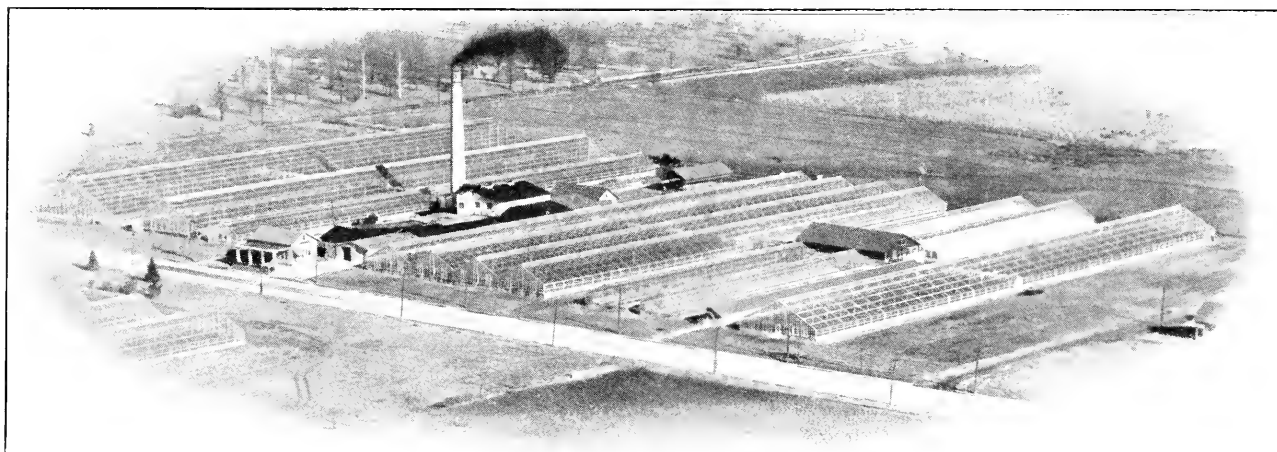
RICHMOND

INDIANA

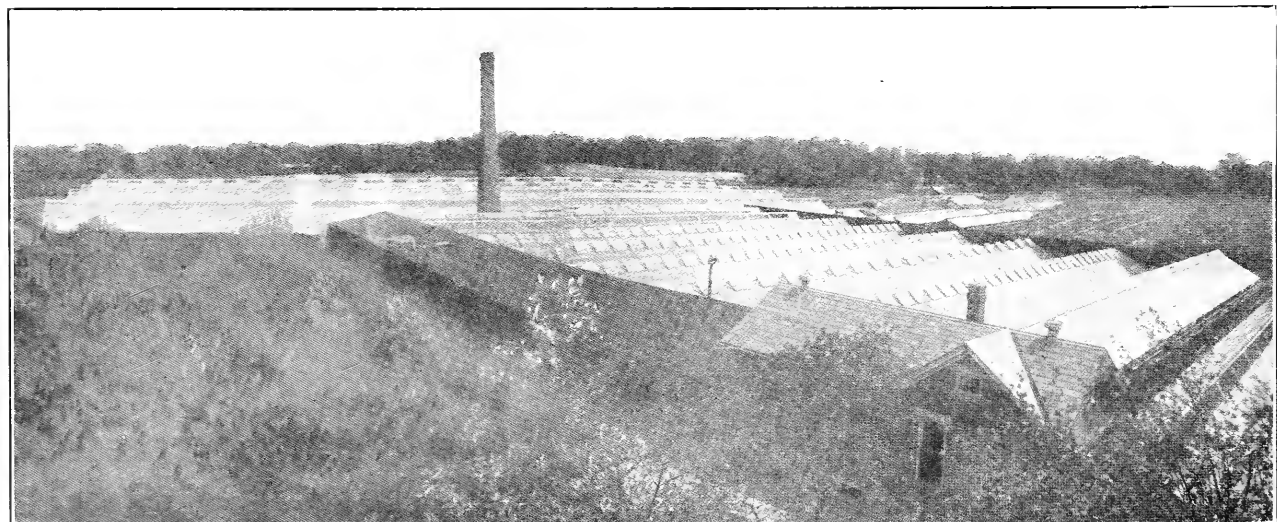
SALES CO. FOR  
THE E.G. HILL CO.  
JOS. H. HILL CO.  
FRED H. LEMON CO.



Airplane view of E. G. HILL Co.



Airplane view of Jos. H. HILL Co.



View of FRED H. LEMON'S EAST SIDE PLACE

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# ANNOUNCEMENT

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## The Hill Floral Products Co. Richmond, Indiana

Takes great pleasure in announcing to its friends in the trade that the  
three Richmond firms

The E. G. Hill Co.   The Joseph H. Hill Co.   Fred H. Lemon Co.

*Represented by*



EARL H. MANN



JOSEPH H. HILL



FRED H. LEMON

have INCORPORATED as a Distributing Agency  
for their Plant Products.

This new company controls 500,000 feet of glass.

It is prepared to fill orders with the usual RICHMOND QUALITY STOCK, LIBERALLY,  
and with our usual successful PACKING.

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*We realize that "It is more important to make a permanent friend  
for the concern than a transient sale."—FORBES.*

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As Heretofore,

# ROSES COME FIRST

Best Varieties for Forcing;

Highest Quality of Stock;

Both Grafts and Own Root.

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## Three Novelties for 1925

We offer three novelties that will be of unusual value to the Rose Forcer

### Mme. Alexander Dreux

(Pronounced DREW)

From SOUPERT AND NOTTING of Luxemburg.

The most dazzling color ever introduced to the trade, brilliant glowing orange, of medium size.

### Gold Mine

JOS. H. HILL CO.

*Golden Rule x Mrs. Aaron Ward.*

An improved *Mrs. Aaron Ward* in every point, and especially in being continuous in bloom, of true *Ward* color, and

### Leader

E. G. HILL CO.'s *Red Premier*.

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*Read following descriptions carefully.*

# Mme. Alexandre Dreux

(Pronounced Drew)

Raised by Soupert and Notting; of H. T. and Pernetiana blood.

The sensation of the year as a forcing variety.

The raiser says of it, "The most beautiful yellow rose in existence;" the color is *deep orange*, very brilliant, and with touches of bright gold and a light suffusion of pink at times.

The bud is long, slender and pointed, opening into a flower of beautiful form, held upright on a long, slender, stiff stem, with good foliage beautifully arranged; bloom of medium size.

## NOW, AS TO ITS PERFORMANCE

When first tested, we feared that it might not prove a "top-notch" forcer, but as we have seen it develop on the benches we have been greatly pleased with results. It is an "easy doer" of quick, free growth, free in bloom and quick to come back in crop; has not shown a trace of mildew, spot, or any other disease.

Quantity limited. Thrives equally on Manetti and Odorata.

\$ 50.00 per 100 (250 at 1000 rate)

\$400.00 per 1000.

Price net.

(See Cut on Cover)

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# Gold Mine

JOS. H. HILL CO.

*Golden Rule x Mrs. Aaron Ward.*

That most delightful variety, *Mrs. Aaron Ward*, has had but one fault, and that defect is only appreciated by the grower, it *will* go to sleep in mid-winter, and leaves the buyers to wonder *why* they can't have their lovely favorite.

That is why *Gold Mine* is offered to take its place, for it is a continuous bloomer, and is of *Ward* type with all its good qualities,—the same fine leathery foliage; very freely produced, which is one of *Ward's* charms; the bud is pointed and longer than in the parent. The color is a lovely shade of golden yellow, with orange bronze heart; it is a strong grower, and profuse in bloom, and has fine lasting qualities; *Gold Mine* is sure of a warm welcome.

GRAFTED ONLY

\$ 35.00 per 100

\$300.00 per 1000

Price Net

(See Cut Next Page)





*Gold Mine*





## Leader

E. G. HILL Co.'s *Red Premier*

We have had four dark sports of *Premier*, which we have been testing for the past three years. One of these was noticeable for holding its color best, not showing pale shadings, and always coming a fine red in cool weather; this we labeled *Leader* to avoid confusion.

*Premier* has sported in similar fashion in several places over the country, and we think they will all be found nearly identical in character.

This break has produced a valuable rose on account of the fine color—which is a deep cerise red; added to the fine qualities of the parent, buyers can grow it just as they do *Premier* without experiment; it is not so full as *Premier*, but opens into an immense flower of splendid keeping quality.

Will be found an exceedingly popular and profitable cold weather red.

Grafts, \$30.00 per 100; \$300.00 per 1000.

Own-root, \$20.00 per 100; \$200.00 per 1000.



# Ideal

## *Dwarf Polyantha*

This wonderful little rose comes to this country from *Jan Spek* of Holland, one of the most beautiful of its family, and truly novel.

It makes a shapely, compact plant, with glossy, leathery leaves set close, handsome even before it blooms. Then the fine beautifully arranged trusses rise among the leaves, clear, brilliant scarlet, a good *geranium red*. After being cut for propagation in the Autumn, it is just coming into bloom again at this writing Dec. 15th. It looks as if it may be the *coming Xmas Rose*—in the hands of the pot plant growers. A color unsurpassed in brilliance.

Grafts Only, \$25.00 per 100; \$250.00 per 1000

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*Most successes are won by doing ordinary things extraordinarily well.*

# Sensation

## *Another Big Rose*

As large and more prolific than Premier. Well supplied with heavy, luxuriant foliage. The flowers are fine any season of the year.

The color is a magnificent shade of red. The bud long-pointed and the open flower beautiful, with extreme size and good color to the last. The stems are long and strong, with ample foliage. A good keeper and shipper.

Grafts well, roots well, and above all else, grows well. Properly grown it will produce more dollars per square foot of space than any other rose of today.

### GRAFTS

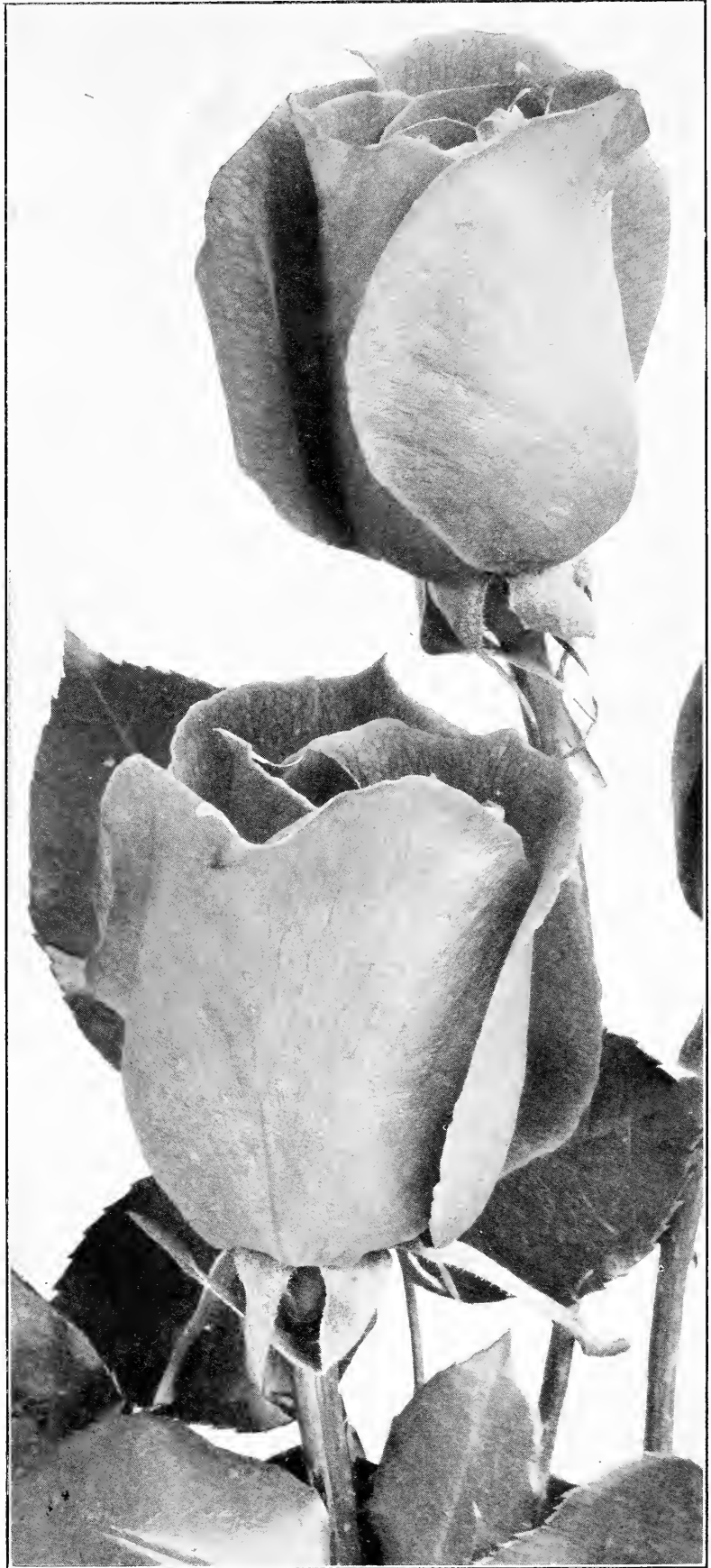
\$ 25.00 per 100

\$250.00 per 1000

### OWN-ROOT

\$ 15.00 per 100

\$150.00 per 1000



*Sensation*

# Templar

*Premier x a Montgomery Seedling*

A clear even shade of red that is good both Summer and Winter. Has a good stem and takes pinching nicely; it is not in the "Big Rose" class, but is of good size and can be cut tight, like *Mme. Butterfly*, for shipping. Its wonderful freedom, combined with its color and fragrance make it a strong bidder for popular favor.

GRAFTS ONLY  
\$ 25.00 per 100      \$250.00 per 1000

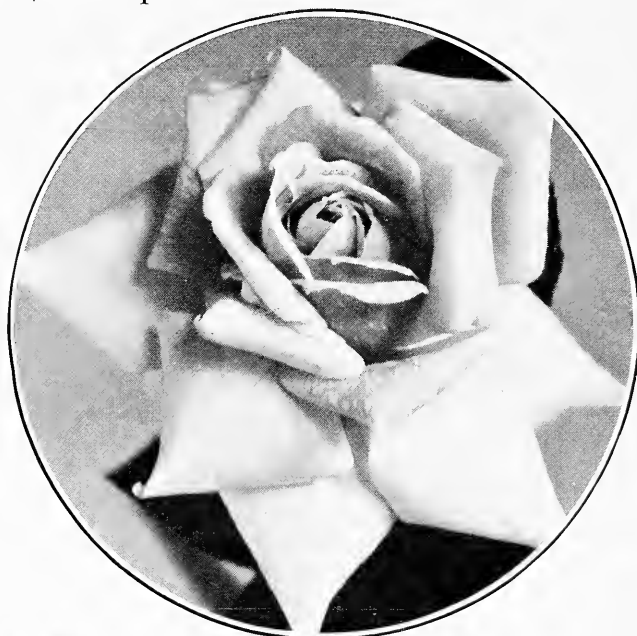
## Amelia Gude

A unique and charming yellow rose; color of Sunburst, with deeper shadings on the reverse; a true "fancy" yellow.

The blooms have an individual beauty not always found in the big buds of the modern varieties; it is not a small rose but of good medium size.

It is ideal for table decorations, corsage bouquets, baskets, as well as by the dozen for store sales, where it is first choice with many lady customers; it keeps well.

GRAFTS	OWN-ROOT
\$ 25.00 per 100	\$ 15.00 per 100
\$250.00 per 1000	\$150.00 per 1000



*Amelia Gude*

## America

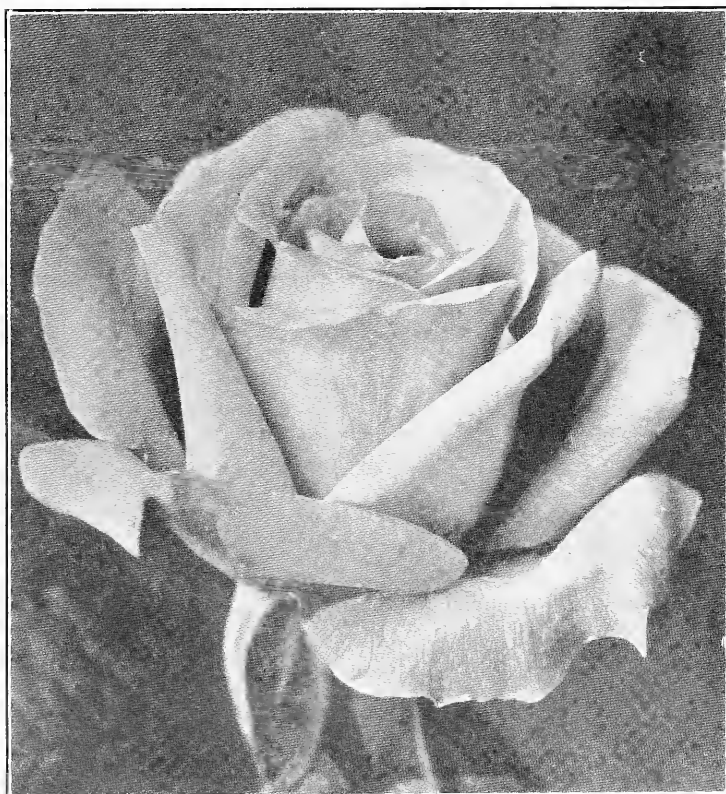
The *Big Pink Beauty*—needs no pinching to produce long stems, topped by the large shapely flower of peach pink; opens freely; practically without a thorn, and with "June Rose" fragrance. A wonderful keeper.

Like *Premier* it must be cut at the proper point of unfolding its petals to travel safely.

At its destination, it must be allowed to open to the point of showing its unusual beauty of form; flower buyers will soon come to recognize that what seems like "just a pink bud" opens into regal beauty.

At the big Eastern shows of last Spring, *America* and *Pernet* were the wonder of all the visitors.

GRAFTS ONLY  
\$ 30.00 per 100      \$275.00 per 1000



*America*





## New Columbia

A sport from *Columbia* selected three years ago, on account of its better form in the bud which prevents its flattening before it opens.

The bud is a little lighter in color than the parent tho' it deepens to the tone of *Columbia* as it opens; it is exceptionally beautiful.

In other respects it is almost exactly like the parent.

GRAFTS  
\$ 25.00 per 100  
\$250.00 per 1000

OWN-ROOT  
\$ 15.00 per 100  
\$150.00 per 1000

## Columbia

E. G. HILL CO.

Everybody knows *Columbia*; it has helped many a cut-flower grower over a hard place.

The grower of bedding-roses also heads his list with it.

Like a *good-natured AND energetic* person, it is pleasant to live with, and profitable to work with.

GRAFTS  
\$ 25.00 per 100  
\$250.00 per 1000

OWN-ROOT  
\$ 10.00 per 100  
\$100.00 per 1000

Has Won Three Gold Medals.



# Mrs. Warren G. Harding

*Sport of Columbia*

In color a *deep pink*; is at its best at Xmas time; like the parent, it is a strong, vigorous grower, free in bloom, and very fragrant.

GRAFTS ONLY

\$ 25.00 per 100

\$250.00 per 1000

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# Mrs. Calvin Coolidge

*Sport of Ophelia*, and very similar to the parent or to *Mme. Butterfly*, but is different in color, which is a rich yellow, which deepens as it opens; very free in both growth and bloom.

GRAFTS ONLY

\$ 25.00 per 100

\$250.00 per 1000

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# Mme. Butterfly

*Our Sport of Ophelia*

*Butterfly* is so wonderful in color that it has become extremely popular with a discriminating trade, and has quite displaced *Ophelia*.

Bright emerald calyx, Indian red base of the petals, old gold above, shading to creamy maiden-blush pink—this is the coloring after cold weather sets in.

Fragrant?—Very,—and a fine keeper. Suggestion—Get more flowers to the bench by planting closer; make it more profitable by spacing 12 x 12.

The most beautiful of the Fancy Forcers.

*Premier**Introduced in 1919*

## Premier

Premier still heads the list in quantity production, and is unsurpassed in quality; beside these two credits, it makes such an enterprising, quick *come-back* after a crop, that its very name brings smiles to the face of the grower—and its brilliance of color has made it very acceptable at Xmas time. A perpetual prize winner.

## Double White Killarney

Still in heavy demand where a florists' white rose is wanted;—after all the years of its culture, it is still magnificent; we are not offering own-root, as we find the variety unquestionably does best grafted.

GRAFTS

\$ 25.00 per 100  
\$250.00 per 1000

## Souv. Claudius Pernet

One of the most interesting roses ever introduced to the trade.

Has had extreme ups and downs in the period of its past four years of trial; at present it holds a proud place in the cut-flower market, a golden king of roses for all who have learned to grow it well; foliage like Holly; continuous in bloom, wonderful in build and color.

Our suggestion to those interested in the variety is to secure the budding eyes, and "bud it in" to Columbia, Gude, or other rose of that type. It does extremely well under that method.

SCIONS-BUDDING EYES

\$12.00 per 100; \$120.00 per 1000

DON'T WORRY!—*I am old—and have had many troubles—most of which never happened!*

# CHRYSANTHEMUMS

The following sorts comprise our very BEST SELLERS, and the most profitable kinds to grow for COMMERCIAL cutting.

Florists who cater to their own RETAIL TRADE can extend their list to cover many fancy varieties that will delight their home trade, in addition to the above.

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## Our Judgment of the Best 'Mums for Commercial Planting from Early to Late

### Yellow

GOLDEN EARLY FROST  
CHRYSOLORA  
SUN GLOW  
RICHMOND  
GOLDEN GLORY  
MAJOR BONNAFFON  
CELEBRATION  
GOLDEN CHADWICK  
ADRIAN'S PRIDE

### White

EARLY FROST  
WHITE CHIEFTAIN  
SNOW WHITE  
CHADWICK IMPROVED  
FAVORITE  
TIMOTHY EATON

### Pink

ANGELO  
GLORIOUS  
ROSE PERFECTION  
CHIEFTAIN—IMPROVED  
MRS. SEIDEWITZ  
THANKSGIVING PINK

### Other Colors

TEKONSHA—*Red and Gold*      HARVARD—*Crimson*  
MUSKOKA—*Bronze*

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## The Big Varieties

THESE "FLOWERS SAY IT" FOR THE GENERAL FLORIST LOUDER than any ADVERTISEMENT that he can place! We re-affirm our regular offer, our selection

10 Each of  
10 Exhibition Sorts for  
10 Dollars

We won seventeen first class premiums in The Fall Shows, 1924, at CINCINNATI and ST. LOUIS with these varieties.

# Novelties and Recent Sorts

With two or three exceptions, these are all *Exhibition* varieties, all of unusual value in their classes, absolutely necessary at Show time, and for special uses.

## BRONZE TURNER

This gives us the *fourth Turner*, a valuable variety for the exhibitor; buff-bronze, with maroon shadings on the lower petals; very distinct and effective. Bud Aug. 30.

## CRIMSON PERFECTION

A glorious color in red and gold; blooms about Oct. 15th and later, a fine addition to the big fancy earlies, in a very scarce color. Take bud Aug. 15.

## FAVORITE

(Commercial)

Glistening snow-white; beautifully rounded; especially valuable, as it comes in a trifle before T. Eaton finishes. Has a good stem, nice foliage and is an easy doer; makes a beautiful pot plant.

Take the bud Sept. 5.

## HONEYDEW

Canary yellow of shining satin-like finish, large, round, and smooth; a beautiful addition to the class of this color. Extra nice grower, about 3½ feet high, good stem and handsome foliage.

Oct. 25th. Bud Aug. 20.

## MAJESTIC

Enormous rounded bloom of the most perfect form, a shining golden orange, shading to rosy bronze. As brilliant as an electric light. A fine grower.

Early Midseason and later.

Take the bud Aug. 15.

## MONARCH

A snow-white, incurved variety, and while of the very largest size, is of fine, lasting texture and nicely rounded form. A good grower, very easy to handle. Scored 95, C. S. A.

Bud Sept. 5.

## MRS. E. KERSHAW

(Exhibition)

There is nothing finer in its color, a golden bronze with bright lining to the petals, which are of great breadth, deeply channelled and loosely incurving, the very perfection in form and color of a stunning, showy, big mum. 4½ feet. Bud Aug. 25.

## W. A. BILNEY

A big exhibition variety, deep bronze in color. Exceptionally fine in a deep, broad flower, and of wonderful color tone.

## MRS. ALICE H. BURKE

Great exhibition variety; of enormous size. *Daybreak* pink, beautifully shaded cream, upright center and long spreading petals making a show variety of the largest size and of big, globular form. The shading of soft yellow gives it a lovely tone. Stem very stiff. An easy doer. Scored 95. An extra good keeper. Blooms Nov. 8; Bud Aug. 20.

## MISS EMILY MORRISON

Bright lavender, loose incurved type, foliage quite up to the flower. Extra fine for exhibition in this scarce color.

Bud Aug. 10.

## MRS. LOUIS B. TIM

Shining white with incurving petals, the earliest and largest white blooming on *10th of October*. Stem and foliage perfect. A dwarf grower. Certificated C. S. A., at New York, Philadelphia and Boston.

Blooms Oct. 15 and later. Bud Aug. 15.

## MISS MILLICENT ROGERS

Bronzy-pink with golden shadings; color of *Mme. Butterfly* rose, with center of clear gold; curling, reflexing petals, very distinct and novel; stiff stem, foliage up to the flower. Bud Aug. 15 to 20. Blooms Oct. 20.

## MOUNT HOLYOKE (M.)

Our own seedling; as large as the best Exhibition varieties; a fine shade of pure pink; in addition to its other good qualities its blooming time makes it very valuable.

The Aug. 5 bud brings a prize bloom Oct. 10.

## NIAGARA

Immense, snow-white, good foliage, stiff stem, rounded and full, with very long petals, arranged uniformly, but finishes into a fine exhibition variety of rounded massive form. Good in every way.

Bud Aug. 15 and later; Full midseason.

## NEW JERSEY

A nice clean grower, very dainty in finish, outer petals slightly reflexing, and dimpled at the tips; shows a wide spread.

Color a soft clear pink, and of extra fine finish. Blooms early November.

Winner C. S. A. Cup. Bud Aug. 20.

# Standard Sorts

For list of all varieties and prices see page 13

	Take Bud	Blooming Date		Take Bud	Blooming Date
<b>ADRIAN'S PRIDE</b>			<b>DELIGHT (Exhibition Pink)</b>		
Very brilliant golden yellow, the intense shade that everybody enjoys; four feet high from June 20th planting, strong stem, beautiful foliage; fine rounded form, full, good texture, an easy doer; a very perfect commercial. The very best very late.....		Sept. 30	An enormous reflexed pink, awarded certificate of the C. S. A., scored 92 points; splendid in color, with stiff stem. Has a very wide spread .....	After Aug. 15	Nov. 5
<b>ANGELO</b>			<b>DR. ENGUEHARD</b>		
In a class by itself, fits both the large class and pompons. Light pink, very full and round, perfectly erect; disbud to one or more flowers. Set plants in bench about May 15.....		Early Oct.	Type of <i>Mrs. Seidewitz</i> , and like it a very good late pink. Very fine color for its date....	Late	Nov. 15
<b>BOB PULLING (Exhibition)</b>			<b>EARL KITCHENER (Exhibition)</b>		
Of wonderful size, composed of petals an inch in width, and 10 inches long. The form shows its great size to its best advantage. A good clear shade of yellow .....	Aug. 1	Nov. 1	An enormous flower in a color not too plentiful in exhibition 'mums at the present time. Stem, foliage and flower are alike tremendous. Bright armaranth with silver shadings .....	Aug. 20	Nov. 1
<b>CHRYSOLORA</b>			<b>EARLY FROST</b>		
The very best commercial yellow of its date. Extra good keeper and traveler .....	Aug. 15	Oct. 15	One of the most valuable white varieties in commerce; its record of quality, its dates from early to late, its perfection of color, stem, foliage, lasting qualities, and the fact that it can be planted very close in the bench (twice as close as any other variety) make it a very profitable sort. ....	Aug. 20	Oct. 10
<b>CHIEFTAIN (Syn. J. W. PRINCE)</b>			<b>GLORIOUS</b>		
There is no finer commercial pink. Round and smooth in finish as a pearl; ours is the selected strain of deeper color...	Sept. 10	Oct. 25	Blooms in October just before Chieftain. A lovely shade of pink, with touches of yellow at the base of the petals.....	Sept. 5	Oct. 20
<b>CORPORAL PIPER (Exhibition)</b>			<b>GENL. ALLENBY (Exhibition)</b>		
Immense yellow of type of Odessa, but larger and brighter; very stiff stem. Of fine finish and enormous size.....	Aug. 20	Nov. 1	A rich golden yellow with long reflexing and drooping petals, one of the very fine new exhibition sorts. Height 5 feet.....	Crown Bud	Nov. 5
<b>CELEBRATION</b>			<b>GOLDEN EARLY FROST</b>		
Sport of <i>Eaton</i> with the same wonderful texture, and fine keeping qualities, same splendid stem and foliage; glistening yellow; good for its date.....		Sept. 10	(See Yellow Early Frost)		
<b>CHADWICK IMPROVED</b>			<b>GOLDEN GLORY</b>		
Pure snow-white, never tints; a running mate for Timothy Eaton .....	Sept. 20	Late	A perfect commercial in every point. We cannot suggest an improvement. 4 ft. in height, handsome foliage, globular form, smooth finish, shining gold, full, and big; and with all the above, an easy doer .....	Sept. 5	Nov. 1



	Take Bud	Blooming Date		Take Bud	Blooming Date
<b>GOLDEN CHADWICK</b>			<b>MUSKOKA</b>		
Fine late commercial yellow.}		Late	Golden bronze—6 to 10 flowers		
Selected color .....	Sept. 5	Nov.	to a plant. Large and full for		
			its type. Blooms from early to		
			late; great keeper; grown to		
			single stem it is fine; very full.		
			Novelty color. ....	Sept. 1	Early
<b>HARVARD</b>			<b>NERISSA (Exhibition)</b>		
Dark scarlet crimson. Fine			A lovely shade of rosy laven-		
for Thanksgiving. A valuable			der, grand in size and beauti-		
commercial red .....	Sept. 30	Nov. 20	fully incurved. Big and globular.	Sept. 5	Nov. 5
<b>JAS. FRASER (Exhibition)</b>			<b>NAG-IR-ROC (Exhibition)</b>		
A grand golden yellow; indis-			Deepest orange and bronzy		
pensable as a show flower. Deep-			yellow; 36 inches in circumfer-		
ly reflexing, long petals.....	Aug. 20	Nov. 5	ence; every petal reflexing and}	After	
			incurving .....	Aug. 15	Nov. 1
<b>J. W. PRINCE (See Chieftain)</b>			<b>NADINE (Exhibition)</b>		
The brighter Chieftain of			An exceptionally large golden		
which it is a selected strain.			bronze variety; free, and grace-		
Very choice .....	Sept. 10	Oct. 25	ful in habit. An easy doer.}	Aug. 1	
			Height 5 ft. ....	or Later	Nov. 5
<b>LOUISA POCKETT (Exhibition)</b>			<b>NAGOYA</b>		
Very pure white. Enormous			Very late incurved, bright yel-		
in size. One of the very largest..	Aug. 30	Nov. 5	low; a good grower with stiff		
			stem; medium in size; a perfect		
			shipper .....	Sept. 10	Late
<b>LADY HOPETOWN (Exhibition)</b>			<b>ODESSA (Exhibition)</b>		
Enormous pink of lovely }	Aug. 20		Enormous yellow, very bright,		
shade—for collections .....	or Later	Nov. 5	grand in form; unexcelled as an		
			incurving yellow for exhibition.	Sept. 5	Nov. 5
<b>MAJOR BONNAFFON</b>			<b>PHILIP RICCI (Exhibition)</b>		
The absolutely perfect market }	Sept.	Nov. 5	An improved <i>Chas. H. Toty</i> ,		
yellow .....	20	and later	the beautiful chestnut bronze;		
			petals long and graceful, with		
			perfect stem and foliage. Height }	Aug. 15	
			5 ft. ....	or Later	Nov. 5
<b>MISS RUTH TWOMBLY (Exhibition)</b>			<b>PRIVATE MERLE HAY</b>		
A beautiful spreading form of			A warm, bronzy-red, nice		
reflexed petals showing the color			clean foliage quite up to the		
to the best advantage, which is }	After		flower. Scored 94 as a commer-		
a bronzy yellow, very rich.....	Aug. 15	Nov. 5	cial from an early bud. Height }	After	
			5 ft. ....	Aug. 10	Nov. 5
<b>MRS. WOODROW WILSON</b>			<b>PRIVATE J. GRESHAM (Exhibition)</b>		
Big snow-white commercial; }	Best Bud		Terra-cotta red with golden		
a grand variety; enormous....	Aug. 15	Oct. 15	reverse. Enormous reflexing		
			flower. Strong free grower;		
			splendid from any bud. Height }	Any	
			4 ft. ....	Bud	Nov. 5
<b>MRS. SEIDEWITZ</b>			<b>ROSANDA (Exhibition)</b>		
The latest pink; color fine....	Sept. 5	Very Late	Color, old rose; outer petals		
			reflexing, center incurving; a		
			fine large sort; of very easiest		
			culture .....	Sept. 10	Nov. 1
<b>MRS. G. G. MASON (Exhibition)</b>					
Blood red, gold reverse—}		Early			
gorgeous .....	Aug. 20	Nov.			
<b>MRS. J. LESLIE DAVIS (Pink Turner)</b>					
The "Pink Turner"—a big					
'mum, indispensable for exhibi-					
tion in the Turner Family. Has					
greatly improved in color since					
year of dissemination .....	Aug. 30	Nov. 5			
<b>MRS. CHAS. H. CURTIS (Exhibition)</b>					
Creamy white ground, petals					
edged with bright rose; reflex-					
ing to display color arrange- }	Aug. 20	Mid-			
ment at its best .....	or Later	Season			
<b>MAJESTIC</b>					
(See page 15)					

	Take Bud	Blooming Date		Take Bud	Blooming Date
<b>RICHMOND</b>			<b>VERMONT (Exhibition)</b>		
A perfect type of commercial; of fine form, perfect fullness, silk-like finish, and perfect uniformity on the bench. Bright golden yellow. A very easy doer	Aug. 25	Early Nov.	Of enormous size. Every bud produces a perfect flower; a magnificent pink of lovely bright shade; a clean, healthy grower; the rounded, finely finished bloom makes it one of the most imposing varieties ever introduced	Aug. 1 to Aug. 15	Early Nov.
<b>ROSE PERFECTION</b>			<b>W. H. WAITE</b>		
A seedling from Chieftain; brighter and more even in color; holds in perfection for a long time, on or off the plant	Sept. 10	Nov. 1	A magnificent scarlet and gold; one of the most brilliant; 4 feet from early cuttings	Aug. 25	Nov. 5 and Later
<b>SUN GLOW</b>			<b>WHITTIER</b>		
A brilliant yellow of <i>Bonnaillon</i> type; very smooth incurved, blooms earlier than Richmond. Absolutely unsurpassed as a commercial, and one of the handsomest	Aug. 15	Oct. 20	Similar to Richmond in bloom—a golden yellow sphere of very fine finish. Can be cut very late. Stem and foliage allow close planting	Terminal, about Sept. 10	Nov. 10
<b>SNOW-WHITE</b>			<b>WHITE GIANT (Exhibition)</b>		
A very lovely early white commercial, follows Early Frost. Form, foliage, stem, and color make it a very valuable second early; easy to do; a splendid grower, a good propagator; pure white always, and the round incurved form that makes it a perfect shipper	Terminal Bud	Oct. 20	An extra fine large white bloom, massive in build, of very firm texture, splendid keeper and traveler, pure color, stiff stem, unexcelled for exhibition. Scored 94, C. S. A.	Aug. 20	Nov. 8
<b>THANKSGIVING PINK</b>			<b>WHITE CHIEFTAIN</b>		
Fine for the Thanksgiving trade, a welcome color among the heavy percentage of whites and yellows which constitute the bulk of the late varieties. Do not bench before June 15, and take the terminal bud. It is wonderful for keeping and shipping.			White sport of Chieftain; the smoothest, roundest of them all	Sept. 10	Oct. 25
<b>TIMOTHY EATON</b>			<b>WM. TURNER (Exhibition)</b>		
Can be spaced 6x8 inches. Late cuttings give fine substantial flowers for Thanksgiving; absolutely white, when properly grown, the best of its date	Sept. 10	Nov. 10	A perfect incurved variety, quite globular, snow-white, of enormous size; stands at the very head of the whole white section, and is invincible thus far on the exhibition table	Aug. 30	Nov. 5
<b>TEKONSHA</b>			<b>PINK TURNER</b>		
Grand large flowering bronze for Thanksgiving—long stiff stems, and foliage fine. Easy to do. This variety and Waite are indispensable for the color they give to the cut mums of late November where 90 per cent runs to yellow and white	Sept. 10	Late Nov.	(See <i>Mrs. Leslie Davis</i> which is the correct name)		
<b>BRONZE TURNER</b>			<b>YELLOW TURNER (Exhibition)</b>		
(See page 15)			The yellow sport from Turner; a necessity for collections and for variety; grandest yellow	Aug. 30	Nov. 5
			<b>YELLOW POCKETT (Exhibition)</b>		
			A duplicate of <i>Louisa Pockett</i> in everything but color, a magnificent yellow	Aug. 30	Nov. 5
			<b>YELLOW EARLY FROST</b>		
			Everything that has been said of Early Frost, can be said for its yellow sport; it is one of the most valuable commercial yellows of recent years. Can be had from "first early" to latest	Aug. 20 or Earlier	Early Oct. and Later

# POMPONS

The Pompon in fine varieties, and when well grown, is now one of the most popular flowers of the Autumn, both for table and for house decoration; when used in masses it can be made as imposing in effect as the larger flowered sorts, while for informal use, the dainty sprays supply the perfect touch needed.

This list comprises a beautiful collection, profitable to grow, and thoroughly appreciated by retail buyers.

## ADELPHIA

Color, white as snow; an absolutely perfect example of the very popular disbudded type. 3 ft. November 1.

## ANGELO

Light pink; dwarf, and should be planted by end of May to secure 2½ ft. stems; very prolific, and blooms round, full and perfect, held perfectly erect. Also one of the best for pots.

May be classed as Pompon or Large Flowered according to the amount of disbudding done. Nothing freer in the whole family.

## BRONZE QUEEN

Much the same color as *Hilda Canning*; blooms Oct 25th. Very choice variety.

To bracket this variety with *Hilda C.* would seem a daring thing to do, but it is *gorgeous* in color, and very early, very brilliant.

## CLARA JAMESON

Lovely combination of bronze and scarlet. Very showy; the tones of color always in demand in Pompons; immense producer. Early, about Oct. 15th, precedes Bronze Queen.

## CHRISTMAS GOLD

Form of Baby, but larger; the name describes it perfectly. Very best of its type. One of the most profitable Pompons.

A limited quantity of this late golden variety is good property quite up to Xmas time.

## CAPTAIN COOK

Taller in growth than the average Pompon, and first to open; the color is a lovely shade of rose-pink, very brilliant and free from lavender tones. Makes a prime commercial "bunch" which is what the wholesaler wants.

## FLORA

Bright crimson with scarlet shading; much the color of *Jules La Graverie* and a free, easy grower with good stems and full sprays. Mid-season. The very best of the reds. Quantity always limited.

## FRANK WILCOX

Also known as *Mrs. Frank Beu*. The very best Thanksgiving bronze., shading to fine red; every florist wants some of this grand late. Just try a few of it one flower to a stem, six stems to the plant.

## HILDA CANNING

One of the prettiest, most distinct and valuable Pompons; brilliant bronze, neat and compact, very lasting, and late; fine habit and "bunches" liberally. The color everybody likes.

## IDA

By far the best true yellow of its date, Oct. 15th to 20th—fine producer per plant, with good stems.

## LILLIAN DOTY

One of the best pinks of the larger flowered Pompons. Fine grown to single stem, 5 or 6 to a plant.

MRS. FRANK BEU  
(See Frank Wilcox)

MARIANA

Large flowered and snow-white, on long stiff stem; when grown to a single stem, it is absolutely perfect; can also be disbudded 5 or 6 flowers to a plant.

MRS. H. HARRISON

Very early, ready to cut Oct. 15th. Light Daybreak pink; when mature, pearl white; the form of flower is very perfect; sprays fine for bunching, stems of good length.

MRS. NELLIE KLERIS

This variety is an improved Lillian Doty, the color is stronger, the blooms equally as large but better arranged on the stems. A fine, sturdy grower. Very choice. Very fine shade of clear pink. *Capt. Cook* and *Mrs. Kleris* are fine companions.

MUSKOKA

Golden bronze—6 to 10 blooms to a plant. Large and full for its type. This variety and *Angelo* (which please see) are of the same type in that they can be used either as Pompons or large flowered. *Muskoka* is wonderful in production, size, and color, and length of stem. Oct. 25th and later.

NEW YORK

Another grand addition to the handsome golden bronze series of this color, one of the most brilliant; fine in every way.

SNOWBIRD

A good small flowered white.

THE CHIEF

A pretty yellow anemone, very interesting both in color and form.

'VARSITY

A greatly improved golden *Baby*, larger size, quite round, comes in just before Xmas. Bunches finely.

WHITE DOTY

Somewhat like Mariana; specially fine grown to "single stem," 6 stems to the plant disbudded.

WHITE WINGS (No. 103)

Earliest of all, Oct. 10th. Better than *Elva*. Flower beautifully formed, snow-white, on long stems. A nice "easy" grower, producing full bunches; is better for the partial disbudding.

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*One ship sails East and another sails West  
With the very same winds that blow  
'Tis the set of the sails and not the gales  
That tells them the way to go.*

**NICOFUME** These Tobacco products have become an absolute necessity in the growing of high grade greenhouse stock, and we will be glad to fill orders entrusted to us. These products are reliable and are under the supervision of the Pure Food inspectors.

*Nicofume Liquid*

8-pound can .....\$15.00  
4-pound can ..... 8.00

*Nicofume Tobacco Paper*

Can of 288 sheets .....\$10.00  
Can of 144 sheets ..... 5.50

## Miscellaneous

### BLANCHE

One of the largest Anemones yet produced; snow-white, very perfect in form, large, finely rounded cushion, and showy ray petals; wonderful blooms grown to single stem.

### SUNSHINE

No finer commercial in any class has been added in the past five years than this novelty.

*Sunshine* is a deep yellow anemone and is firm and fresh for Thanksgiving. As a "disbudded" sort it is wonderfully taking—a fine companion for the disbudded pompons.

### BRONZE BUCKINGHAM

A brilliant light bronze with golden shadings, a sport from Mrs. Buckingham with the same splendid growth and stem; pays to partially, or wholly, disbud a part of the stock of both the Buckinghams.

### MRS. WM. BUCKINGHAM (Early)

The queen of the singles, a big flat flower with petals of wonderful texture, the loveliest shade of soft rose pink—very lasting both on and off the plant—stiff stemmed and can be planted close; best seller. A true commercial, coming in very early.

### MRS. E. D. GODFREY (Late)

Light pink, very finest for Thanksgiving; a strong grower and used in large quantity. A worthy running mate for *Mrs. Buckingham*. Fine when disbudded.

### LADY ASTOR

A very late single, very free in production of dark crimson blooms with golden center.

Can be had for Thanksgiving and later from late buds. Showy.

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## The "Cap" Family

A strain specially suited for growing in pots, making neat, compact bouquets of bloom; every retail florist should have some of this stock; all dwarf and bushy in habit. They make the nicest showing grown 10 to 12 flowers to the pot.

*Kathleen Thompson*—Crimson.

*Lilac Caprice*—Deep Violet.

*Purple Caprice*—Royal Purple.

*Butler's Caprice*—Deep Pink.

*Yellow Caprice*—Golden Yellow.

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*It is astonishing what a difference there is between the earning power of one who does things pretty well, and one who does them as well as they can be done.*—MARDEN.



## Two Decorative Varieties

### GOLDEN FEATHER

Synonym, *Source d'Or*. One of the handsomest of tawney-yellows, bearing long stemmed sprays of individually perfect flowers—in wonderful profusion; this is a variety quite by itself. *Brilliant old-gold* describes it.

### LIZZIE ADCOCK

The bright yellow sport of *Golden Feather*, without the tawney shading found in the *Source d'Or*, in all other points exactly like the parent.

Both of these sorts are of wonderful beauty grown to single stem; be sure and try them.

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## Next Year

Is always in the mind of the American florist! We shall hope to offer a number of other plants beside ROSES and 'MUMS that are of real interest to the cut-flower grower; THIS YEAR we offer one of these in advance.

## The Double Stevia

Every florist should grow a quantity of this valuable plant; it greatly enhances the beauty of every bouquet or box of flowers—"the final touch" which adds little to cost and much to value; it is a decided improvement on the older single variety; can be cleared from the benches with the late 'mums; grow it *cool* as possible.

Rooted Cuttings, \$4.00 per 100; \$35.00 per 1000.

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*It's not doing the thing we like to do, but liking the thing we have to do, that makes life blessed.*—GOETHE.

# Index and Price List of 'Mums

Rooted Cuttings

## Prices for 1925

*Many people pay too much in the end for paying  
too little in the beginning.*

	Per 100	Per 1000		Per 100	Per 1000
Adelphia .....	\$ 5.00	\$40.00	Mrs. Woodrow Wilson .....	10.00	.....
Angelo .....	4.00	35.00	Mrs. Nellie Kleris .....	4.00	.....
Adrian's Pride .....	7.00	65.00	Mrs. H. Harrison .....	4.00	.....
Bob Pulling .....	10.00	.....	Mrs. Wm. Buckingham .....	3.50	30.00
Butler's Cap .....	4.00	.....	Mrs. Frank Beu .....	3.50	30.00
Blanche .....	10.00	.....	Mrs. E. D. Godfrey .....	3.50	30.00
Bronze Queen .....	5.00	.....	Mariana .....	3.50	30.00
Bronze Turner .....	25.00	.....	Muskoka .....	4.00	35.00
Bronze Buckingham .....	10.00	.....	Monarch .....	25.00	.....
Crimson Perfection .....	25.00	.....	Miss Ruth Twombly .....	10.00	.....
Chadwick Improved .....	5.00	40.00	Major Bonnaffon .....	3.50	30.00
Celebration .....	4.00	35.00	Miss Millicent Rogers .....	25.00	.....
Chieftain .....	3.50	30.00	Miss Emily Morrison .....	25.00	.....
Chrysolora .....	3.50	30.00	New York .....	4.50	.....
Capt. Cook .....	4.00	.....	Niagara .....	.25	Each
Clara Jameson .....	4.00	.....	New Jersey .....	.25	Each
Corp. Piper .....	10.00	.....	Nag-ir-roc .....	10.00	.....
Christmas Gold .....	4.00	.....	Nerissa .....	10.00	.....
Dr. Enguehard .....	3.50	30.00	Nadine .....	10.00	.....
Delight .....	10.00	.....	Nagoya .....	4.00	40.00
Early Frost .....	4.00	40.00	Odessa .....	8.00	.....
Earl Kitchener .....	10.00	.....	Purple Cap .....	4.00	.....
Favorite .....	15.00	.....	Pink Turner (See Mrs.L.Davis)	10.00	.....
Frank Wilcox .....	3.00	30.00	Philip Ricci .....	10.00	.....
Flora .....	6.00	.....	Private Merle Hay .....	10.00	.....
General Allenby .....	25.00	.....	Private J. Gresham .....	15.00	.....
Golden Early Frost .....	6.00	60.00	Richmond .....	3.50	35.00
Golden Chadwick .....	6.00	60.00	Rose Perfection .....	4.00	35.00
Golden Feather .....	3.50	30.00	Rosanda .....	10.00	.....
Golden Glory .....	4.00	35.00	Sunshine .....	3.50	30.00
Glorious .....	6.00	50.00	Source d'Or .....	3.50	30.00
Honeydew .....	20.00	.....	Sun Glow .....	4.00	.....
Harvard .....	3.50	30.00	Snow White .....	10.00	80.00
Hilda Canning .....	3.50	30.00	Snow Bird .....	4.00	35.00
Ida .....	5.00	.....	The Chief .....	4.00	.....
J. W. Prince .....	3.50	30.00	Tekonsha .....	5.00	40.00
Jas. Fraser .....	10.00	.....	Timothy Eaton .....	5.00	40.00
Kathleen Thompson .....	4.00	.....	Thanksgiving Pink .....	4.00	35.00
Lizzie Adcock .....	4.00	.....	Varsity .....	4.00	.....
Lilac Caprice .....	4.00	.....	Vermont .....	10.00	.....
Lilian Doty .....	3.00	30.00	White Giant .....	25.00	.....
Lady Hopetown .....	10.00	.....	Wm. Turner .....	6.00	50.00
Louisa Pockett .....	15.00	.....	White Chieftain .....	3.50	30.00
Lady Astor .....	4.00	35.00	White Doty .....	3.50	30.00
Mount Holyoke .....	1.00	Each	Whittier .....	4.00	40.00
Mrs. Louis B. Tim .....	25.00	.....	W. H. Waite .....	10.00	.....
Majestic .....	20.00	.....	White Wings .....	5.00	40.00
Mrs. G. G. Mason .....	10.00	.....	W. A. Bilney .....	1.00	Each
Mrs. E. Kershaw .....	15.00	.....	Yellow Caprice .....	4.00	35.00
Mrs. Seidewitz .....	4.00	35.00	Yellow Pockett .....	25.00	.....
Mrs. Alice Burke .....	35.00	.....	Yellow Early Frost .....	6.00	60.00
Mrs. Chas. H. Curtis .....	10.00	.....	Yellow Turner .....	6.00	50.00
Mrs. J. Leslie Davis .....	10.00	.....			

*A good buyer first asks "What will it do?"—not "What is the price?"*

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# Our Terms of Sale

## OUR PRICES

While it is true that we are not seeking a reputation for cheapness, we know that our prices are as low as good plants can be sold for and that no firm in our line of business is supplying stock equal to ours for less money.

## SIZE OF PLANTS

All own-root stock is from 2 to 2½-inch pots unless otherwise stated; grafts 2½ or 3-inch according to date of delivery.

## DISCOUNT FOR CASH

Two per cent. discount for cash with order. All bills subject to draft in 60 days, unless otherwise agreed upon.

## HOW WE PACK

No firm in the country packs lighter or more securely than we; we have this department down to a science; we promise liberal count and careful labeling; our plants do not shift in box. Boxes and packing will be charged at lowest cost price.

## SATISFACTION PROMISED

In filling your orders we shall do our very best to make every shipment satisfactory and profitable to you; in any case where we fail to do this, please report to us within five days (not after a while!) for adjustment.

## DAMAGE IN TRANSIT

IMPORTANT—Any claims for damage in transit must be made promptly to express agent at destination, as he can examine shipment and verify claim.

## REFERENCE

Orders from unknown correspondents must be accompanied by cash or satisfactory reference; let us have your reference on file, it will save you time when you order. The finest introduction that a new customer can present is a good credit rating.

## CANADIAN ORDERS

Sold on U. S. Currency Basis

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*Worry is interest paid on trouble before it comes due.*